Panasonic





Introducing the Ultimate Handheld Camera for Video Professionals

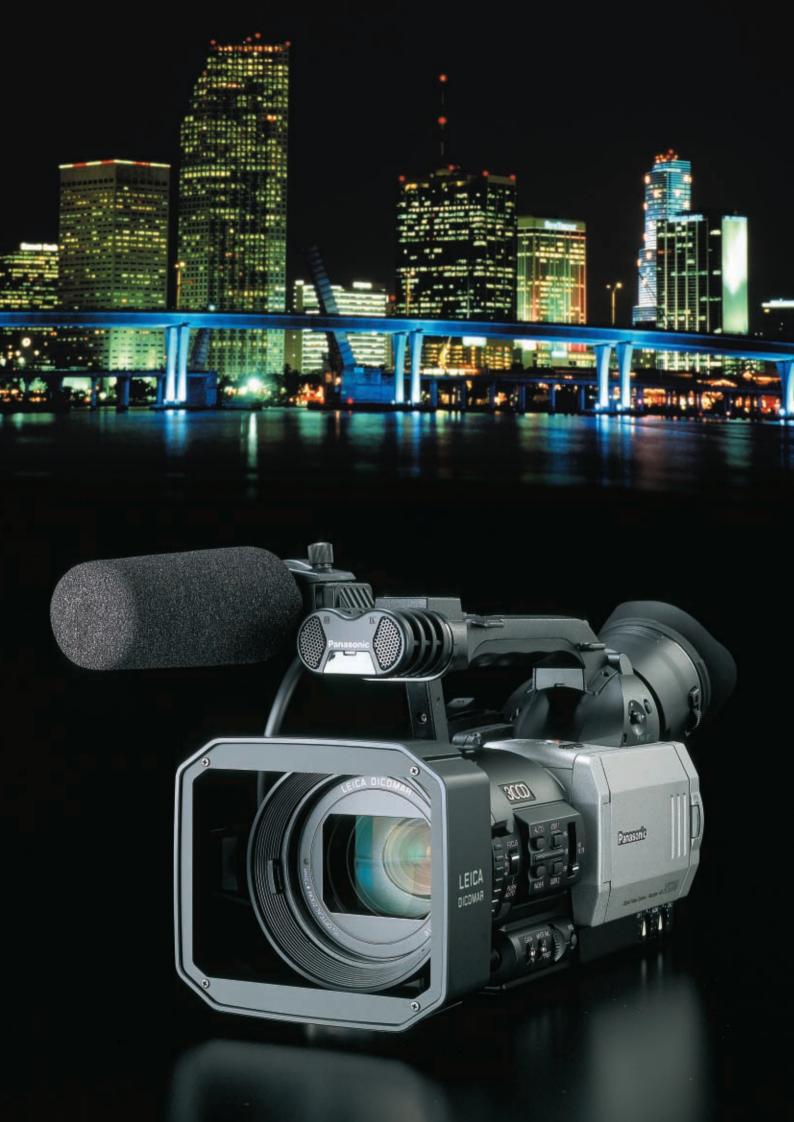
Panasonic created the AG-DVX100 with a single goal in mind: To provide the ultimate handheld recording tool for video professionals. A well balanced, lightweight DV camera, the AG-DVX100 represents the crystallization of decades of advanced Panasonic video technology. It responds to today's professional broadcasting needs with a wide-angle lens and high sensitivity. It delivers the finest image quality in its class. Its manual-oriented controls are designed to satisfy professionals. And with features like the 25P Cine-like mode and IEEE 1394 interface, the AG-DVX100 is ready for the next generation of visual production.

The AG-DVX100 packs all this performance and versatility into a conveniently small, perfectly balanced body that weighs only 1.8 kg in full operating condition.* With the AG-DVX100, Panasonic proudly presents a video camera that excels in every aspect of news gathering, wedding, live event coverage, video production, and DV filmmaking. It's the ultimate handheld camera for professionals.

*Camera/recorder with DV cassette tape and supplied batteries. Shown with optional microphone



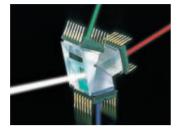




Crafted to Meet the Highest Professional Standards High Sensitivity, Wide-Angle Lens, Superior Picture Quality, 25p Mode

New 470,000-Pixel, 3CCD Image System Provides F11 Sensitivity for Superior Image Quality

Panasonic designed the AG-DVX100 to deliver the highest sensitivity and picture quality in its class. At its heart is a 3CCD RGB system comprising three 1/3-inch, 470,000-pixel progressive CCDs developed especially for broadcast and professional applications.



The new on-chip lens design achieves high F11 sensitivity, allowing the AG-DVX100 to record in light as dim as below three lux, for example, in nighttime news gathering. Picture quality is outstanding, with a high S/N ratio that means less noise in darker parts of the image and low smear that allows shooting in sunlight or under bright spotlights.

Wide-Angle/Zoom Lens Answers Professional Needs

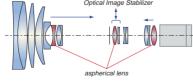
Previous handheld video cameras lacked sufficient wide-angle capabilities for professional applications. To make up for this shortcoming, videographers often had to carry a big, heavy wide-angle conversion lens. The AG-DVX100 eliminates this problem with a newly developed zoom lens that also covers the wide-angle range that professionals need most. Extending all the way to 4.5mm (equivalent to 32.5mm on a 35mm lens), the lens captures wide-angle shots for news close-ups, recording in small rooms, and self-recorded interviews. And because there's no need to haul around a wide-angle conversion lens, you get the full benefit of the handheld camera's outstanding mobility.

Superb Image Rendering with the Leica Dicomar[™] Lens

The AG-DVX100's Leica Dicomar™ lens incorporates the optical technology of Leica Camera AG, creator of many world-renowned cameras and lenses. This fine lens system employs 15 lens elements in 11 groups, including three aspherical lenses, to render sharp, crisp images with subtle nuances and remarkable shading. A Leica multi-coating process is also applied to the lenses to reduce flare and ghosts. The Leica Dicomar™ lens is manufactured under a quality control process authorized by Leica

Camera AG. It meets the strict Leica quality standards for resolution, contrast and other characteristics.





Optical Image Stabilizer Compensates for Hand Shaking

The AG-DVX100's OIS compensates for the slight hand shaking that occurs when shooting with a handheld camera. A gyrosensor detects hand shake and sends signals to a linear motor, which adjusts the lens to compensate. Because this process takes place prior to the CCD image capture rather than in the downstream electronic processing, the OIS virtually eliminates any effect of hand shake on resolution and screen angle. The OIS is also extremely effective in dim lighting and when zooming. Because the processing is done in real-time at 480 operations/sec, there are virtually no unnatural afterimages or visible interpolation effects.

Highly Reliable DV Mechanism

Panasonic chose a DV mechanism for the AG-DVX100 because of its superior mobility, low running costs, extended recording capability, and easy tape availability. However, for the AG-DVX100 we developed a greatly enhanced, vastly more reliable mechanism than the ones used in home DV cameras and recorders.

To minimize dropout and head clogging, we incorporated the same forward cleaning head and automatic head cleaning function found in DVCPRO models. The sturdy loading system allows quick tape changes.



25p Mode and Cine-Like Gamma — A Handheld Camera for Making Film-Like Video Productions

The AG-DVX100 is the handheld camera with cinematic specifications. With its 25p mode and cine-like gamma curve, the AG-DVX100 lets you produce video images that closely replicate the look of film images.

The AG-DVX100 is a revolutionary tool for indie filmmakers and anyone who produces short movies or streaming video for online use.

• Handheld DV Camera with 25p Shooting Mode
The AG-DVX100 provides two shooting modes: 25p (25 fps, progressive) and standard 50i (50 fps, interlace). In 25p mode, the AG-DVX100 gives images and motions a film-like effect — they look very much like the images and motions of conventional 24fps film. The 25p images are split into two frames and recorded onto tape in the standard 50i TV format. They can be played back with an ordinary DV VTR and TV monitor and edited with a DV system.

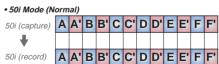
• Cine-Like Gamma Curve

Select from four gamma curves according to the image tone desired.

| CINE-LIKE: | Images with a film-like quality |
|------------|---|
| LOW: | Images with strong black contrast |
| NORM: | Standard video gamma |
| HIGH: | Bright images with soft contrast and enhanced |
| | gradation in dark areas |

With 25p mode and cine-like gamma, the AG-DVX100 lets you produce video images that closely replicate film images, with a depth not previously possible.





"NORM" image



| • 25p Mode (Cine-Like) | | | | | | |
|------------------------|----|----|----|-----|----|----|
| 25p (capture) | Α | В | С | D | Е | F |
| • | | | | | | |
| 50i (record) | AA | ВВ | CC | D D | EE | FF |

"CINE-LIKE" image



Controls that Replicate Professional Cameras Versatile Manual and High-Speed Auto Functions

Fast, Smooth, Cam-Driven Manual Zoom

The AG-DVX100 is the first DV handheld camera to be equipped with the cam-driven manual zoom ring found on most professional cameras with interchangeable lenses.

The AG-DVX100's pin configuration and tactile sensitivity replicate the familiar look and feel of a professional lens. Its lens provides quick, nimble zooming with a multi-speed servo-driven zoom plus three speed handle zoom. Select the zoom method that best suits the task at hand.

Manual/Auto Focus

Enjoy fast, sharp focusing either manually or automatically. In manual mode, the focus ring provides the same responsive control as conventional professional cameras with interchangeable lenses. In auto mode you get the kind of sharp, instant focusing needed in news gathering or when shooting at a high or low angle. When set to the infinity position, the focal distance is immediately prepared for the next manual focus. Pressing the Push Auto button while in manual mode temporarily activates auto focus.

Scene File Dial for Quick, Easy Camera Setup

Set this dial for any of a variety of shooting conditions, and later you can instantly retrieve the settings. Six preset files are provided (F1 to F6, described below). You can freely change any of the six file names and their settings.

File Descriptions

| F1: | | Standard settings |
|-----|------------|---|
| F2: | FLUO. | Indoor shooting under fluorescent lights |
| F3: | SPARK | Highlighting subjects at receptions, dinners, |
| | | and other gatherings |
| F4: | B-STR | Enhanced gradation in dark portions of sunset shots |
| F5: | SCENE 25P | 25p mode + Cine-Like gamma + V Detail Freq: Thick |
| F6: | SCENE CINE | 25p mode + Cine-Like gamma + V Detail Freq:Thin |

User1/User2 Buttons for Customized Operation

The AG-DVX100 provides two user buttons, each of which can be assigned any one of the nine functions described below. The assigned functions can then be accessed at the touch of a button. This lets you customize the AG-DVX100 for quicker, easier, more versatile operation.

Assignable Functions

| COLOUR BAR | Display/hide the colour bar |
|------------|--|
| SPOTLIGHT | Turn auto iris spotlight correction ON/OFF |
| BACKLIGHT | Turn auto iris backlight correction ON/OFF |
| BLACKFADE | Fade out to a black screen (linked with audio) |
| WHITEFADE | Fade out to a white screen (linked with audio) |
| MODECHECK | Display camera settings in viewfinder/monitor |
| ATW | Turn auto tracking white balance function ON/OFF |
| ATWLOCK | Lock/unlock white balance in ATW operation |
| GAIN 18dB | Switch the gain to +18 dB |
| | |

3-Position White Balance with Auto Tracking White Function

One press of the AWB button is all it takes to adjust the white balance and black balance. There are three white balance values to select from: one that's preset, and two (A, B) that you can set and save in memory. The auto tracking white balance (ATW) function can also be assigned to any of the three positions. The ATW mode supports fast, active shooting by adjusting the white balance in real-time as lighting conditions change.

Auto Button for Instant, Easy Shooting

Just press the Auto button to turn on Auto Iris, Auto Gain, Auto Tracking White Balance, and Auto Focus -- and you're quickly ready to shoot. You can also customize the Auto button by removing functions and setting the gain to any value desired. With this new Auto function, the AG-DVX100 gives you the best of both worlds -- the speed and ease of automatic operation, and the precision of manual control.

Gain, Iris, Shutter Speed, ND Filter

- Gain: Increases gain up to 18 dB. The selector has three
 positions: L is fixed at 0 dB; M and H can be set to 0, +3, +6, +9,
 or +12 dB.
- Iris: Allows smooth, gradual manual or auto iris adjustment.
 The iris dial allows adjustment even when in Auto mode.
 Either backlight compensation or spotlight compensation can be added to the auto iris adjustment.
- Shutter: Maximum shutter speed is 1/2,000 sec. When a computer monitor is being recorded, a synchro scan function matches the shutter speed to the monitor to help eliminate the moving bar.
- ND filter: Two ND filters (1/8 ND, 1/64 ND) are built-in and easily accessible.





Body Design, Switches, Connectors, and Recording Functions — All Built for the Professional

New Lightweight Design with Balanced Grip

The AG-DVX100 introduces a new design that ends the contradiction between a compact, lightweight body and a stable, secure hold. The center of balance is located precisely at the handgrip. Because there's no need for a wide-angle conversion lens, the weight balance is ideal for comfortable shooting. The AG-DVX100's short body and light weight — it weighs just 1.8 kg in operating condition* — means free, easy maneuverability. Plus, the low-center-of-gravity design and new skeleton lens hood greatly improve forward vision.

*Camera/recorder with DV cassette tape and supplied battery.

XLR Audio Input with +48-V Phantom Power Supply

In addition to built-in stereo microphones, the AG-DVX100 is equipped with two XLR audio input terminals with a 48-V phantom power supply for broadcast use. The terminals are positioned low on the camera to minimize the possibility of the cables being snagged when a hand mic is in use. Both input 1 and input 2 can be switched between line and mic.



Large Audio Dials and Flexible Input Selection

The AG-DVX100 has the same kind of large level-adjustment dials as DVCPRO camera/recorders. This practical new design incorporates professional operating features, such as blind touch and easy visibility, that have been refined over years of use on location.

A switch lets you select built-in mic, input 1, or input 2 for the $\,$

audio input of both left and right channels. Auto gain level control can be turned on and off, and the input mic level (–50 dB/–60 dB) can be selected from the menu.



Large Viewfinder and LCD Monitor

The large-diameter viewfinder tilts upward a full 100°. You can move the viewfinder away from your eye and still see it clearly, making it easy to adopt a comfortable shooting stance with unobstructed forward vision. The 3.5-inch colour LCD shows your subject in sharp, vivid detail and greatly simplifies menu settings. It rotates a full 270° for shooting at a wide variety of angles and easy self-recording.

Recessed Trigger and Zoom Control on Upper Handle Grip

In addition to the lens grip, the upper part of the handle grip contains both the Rec Start/Stop button and a lens zoom control. This design assures easy shooting even at low angles or when using a tripod.

The zoom speed can be set to any of three speed levels or off.

Interval Recording and One-Shot Recording

The AG-DVX100's interval recording works much like a time-lapse VTR and offers exceptionally high quality. Use it to observe the growth of a plant, monitor progress at a construction site, or for a frame-by-frame recording effect. Recording times can be set from 0.5 to 2 seconds, at intervals from 30 seconds to 10 minutes. There's also a One-Shot mode — for animation film making — that records for the set number of seconds each time the Start/Stop button is pressed.

Built-In Time Code Generator/Reader

The AG-DVX100 records an compliant VTC onto the sub-code area of the tape. Select from Free Run/Rec Run modes, and use preset or regen. User bits (UB) are also provided, letting you record your choice of date, time, TC value, frame rate, or user data.

External Backup with the IEEE 1394 Synchro Lock Function

The AG-DVX100 comes equipped with an IEEE 1394-compliant 4-pin DV terminal that makes it easy to upload data to a PC and dub onto a DV recorder. This terminal also features a new synchro lock function that allows the AG-DVX100 to remotely start and stop an external DV device connected to it via a DV cable. Three recording modes help protect against mistakes: record only onto the external recorder, record onto both the AG-DVX100 and the external recorder, begin external recording when the AG-DVX100 tape ends.



Support Functions for Greater Convenience

- End search: Automatically searches for the last recorded portion of the tape. Convenient when preparing to start the next recording
- Mode check: Displays a list of the camera settings on the viewfinder and monitor. Makes it easy to check before recording.
- 2-Pattern zebra: Displays an overexposure warning on the viewfinder and monitor. Select any two levels from among 80%, 85%, 90%, 95%, and 100%.
- Rec check: Plays back the last portion of a recorded passage for easy checking.
- Index: Enables marking while recording. Convenient for searching after recording.
- Tally lamps: Provided on the unit's front and rear menu switchable.
- Audio dubbing: Allows voice-over recording on a recorded tape via an external mic.
- Line recording: Lets you record a video signal input from an external source.
- Unlike consumer DV camcorders, the audio is locked to the video with a PLL circuit.
- Reversible eye cup for left and right eyed shooters.



Switches and connectors are arranged to allow easy use of the AG-DVX100's many functions, and a host of bundled accessories and available options prepare it for action just about anywhere.





Top view (handle and grip)

Sub-panel (with LCD monitor opened)



Side view (with LCD monitor closed)

AG-DVX100 Bundled Standard Accessories



Optional Accessories



AG-MC100G XLR microphone



CGR-D16S Battery Pack (1.6 Ah)



CGP-D28S Battery Pack (2.8 Ah)



CGA-D54S Battery Pack (5.4 Ah)











AC adapter kit



AG-HT100G



Hard carry case



IEEE1394 Interface cable



QR-DVX AntonBauer battery adapter



AG-SC100G

Soft carry case

AG-LW7208G Wide conversion lens AG-LA7200G 16:9 conversion lens

Mini DV Cassette Tape



AY-DVM63PQProfessional Series Tape

AY-DVM63MQ Master Series Tape

*Please do not use 80 minutes miniDV cassette tapes

AY-DVMCL Cleaning tape

AG-DVX100 Specifications

| ne Binnes speed | | | |
|------------------------------|---|--|--|
| [GENERAL] | | | |
| Supply Voltage: | DC 7.2/7.9 V | | |
| Power Consumption: | 6.8 W (when viewfinder is used) 7.8 W (when LCD monitor is used) 9.2 W (max.) | | |
| Operating Temperature: | 0°C to +40°C | | |
| Operating Humidity: | 10% to 85% (no condensation) | | |
| Weight: | 1.66 kg 1.83 kg with battery and cassette | | |
| Dimensions (WxHxD): | 139 x 160 x 364 mm | | |
| [CAMERA] | | | |
| Pick-up Device: | 1/3-inch interline transfer type CCD x 3 (progressive modes supported) | | |
| Picture Elements: | Total: 470,000 pixels Effective: 440,000 pixels (horizontal pixel shift system) | | |
| Lens: | Leica DICOMAR lens with optical image stabilizer, motorized/manual mode switching, 10x zoom F 1.6 (f = 4.5 to 45 mm) (35 mm equivalent: 32.5 to 325 mm) | | |
| Filter Diameter: | 72 mm | | |
| Optical Colour Separation: | Prism system | | |
| Optical Filter: | ND Filters, 1/8ND, 1/64ND | | |
| Gain Selection: | 0, +3, +6, +9, +12, +18 dB (50i mode only) | | |
| Shooting Mode: | 50i (625i) interlaced fields Progressive mode (25P) | | |
| Preset Shutter Speeds: | 50i mode: 1/50 (OFF), 1/60, 1/120, 1/250, 1/500, 1/1000, 1/2000 sec. 25P mode: 1/25, 1/50 (OFF), 1/60, 1/120, 1/250, 1/500,1/1000 sec. | | |
| Synchro Scan Shutter Speeds: | 50i mode: 1/50.3 to 1/250.0 sec. 25P mode: 1/25.1 to 1/250.0 sec. | | |
| Sensitivity: | F11.0 at 2000 lux | | |
| Minimum Illumination: | 3 lux (F 1.6, 18 dB gain, 50% video output) | | |
| [VTR] | | | |
| Recorded Audio Signals: | PCM digital recording 16 bits: 48 kHz/2 channels, 12 bits: 32 kHz/4 channels | | |
| Recording Tracks: | Digital video, audio signals: helical track Time code: helical track (sub-code area) | | |
| Tape Speed: | SP mode: 18.831 mm/sec., LP mode: 12.568 mm/sec. | | |
| Recording Time: | SP mode: 60 minutes, LP mode: 90 minutes (when AY-DVM63 is used) | | |
| Tape Used: | 6.35 mm wide metal tape | | |
| FF/Rew Time: | Approx. 85 sec. (when AY-DVM60 is used) | | |
| | · | | |

| [VIDEO] | |
|----------------------------|--|
| Sampling Frequencies: | Y: 13.5 MHz, PB/PR: 6.75 MHz |
| Quantizing: | 8 bits |
| Video Compression System: | DCT + variable length code |
| Error Correction: | Reed-Solomon product code |
| [AUDIO] | |
| Sampling Frequency: | 48 kHz/32 kHz |
| Quantizing: | 16 bits/12 bits |
| Frequency Characteristics: | 20 Hz to 20 kHz |
| Wow & Flutter: | Below measurable limits |
| [CONNECTORS] | |
| VIDEO IN/OUT: | RCA x 1, analogue composite input/output, 1.0 Vp-p, 75Ω (input/output automatically switched) |
| S-VIDEO IN/OUT: | DIN 4pin x 1, Y/C separate signal input/output, Y: 1.0 Vp-p, C: 0.286 Vp-p, 75Ω (input/output automatically switched) |
| AUDIO IN/OUT: | RCA x 2 (CH1, CH2) Input: 316 mV, high impedance Output: 316 mV, 600Ω (input/output automatically switched) |
| DV: | 4-pin, digital input/output, IEEE 1394 standard |
| MIC/LINE INPUT: | XLR (3 pins) x 2 (CH1, CH2) LINE/MIC switching, high impedance LINE: 0 dBu, MIC: -50 dBu/-60 dBu (menu selection) |
| DC INPUT: | 7.9 V |
| PHONES: | Stereo (3.5 mm diameter), 77 mV, 32Ω |
| CAM REMOTE: | Mini jack (2.5 mm diameter) |
| [EQUIPMENTS] | |
| LCD Monitor: | 3.5-inch LCD colour monitor, 200,000 pixels |
| Viewfinder: | 0.44-inch LCD colour viewfinder, 180,000 pixels |
| Internal Microphone: | Stereo microphone |
| Internal Speaker: | 20mm round shape, volume – or + |
| [AC ADAPTER] | |
| Power Source: | 110/120/220/240 V AC, 50/60 Hz |
| Power Consumption: | 18 W |
| Weight: | 0.16 kg |
| Dimensions (WxHxD): | 70 x 44.5 x 116 mm |

*The specifications given above were measured by playing back tapes recorded by the AG-DVX100 on standard VTRs. Weight and dimensions shown are approximate. Specifications are subject to change without notice.

Panasonic

Systems Business Group 2-15 Matsuba-cho, Kadoma, Osaka 571-8503

Tel. 81-6-6905-4650 Fax. 81-6-6908-5969 www.panasonic.co.jp/bsd

[Countries and Regions]

Regions]
Tel. 54-1-308-1610
Tel. 61-2-9887-6222
Tel. 43-1-61080-773
Tel. 973-252292
Tel. 32-2-481-0481
Tel. 38-10-6515-8828
Tel. 42-02-2166-4120
Tel. 45-43-200-853
Tel. 20-2-3938151
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Tel. 33-149464388
Tel. 49-611-18160
Tel. 30-1-969-2300
Tel. 36-1382-6060
Tel. 62-21-801-5666
62-21-385-9449 Argentina Australia Austria Bahrain Belgium China China (Hong Kong Czech Republic Denmark Egypt Finland France Germany Greece Greece Hungary Indonesia

Iran Italy Jordan Tel. 98-21-2271463 Tel. 39-02-67881 Tel. 961-6-586-1914 Tel. 965-481-2123 Kuwait Tel. 963-461-2123 Tel. 961-1-216827 Tel. 60-3-5549-5422 Tel. 31-73-640-2721 Lebanon Malaysia Netherlands Tel. 31-73-640-2721 Tel. 64-9-272-0100 Tel. 47-22916800 Tel. 92-21-455-5766 Tel. 51-145-29470 Tel. 48-3912-3173 Tel. 351-21-424-8630 Tel. 7-095-258-4237 New Zealand Norway Pakistan Peru Poland Portugal Russia Tel. 966-1-465-0709 Tel. 65-6270-0110 Tel. 421-7-5292-1423 Saudi Arabia Singapore Slovakia

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SP-DVX100E1